

**AI and new era of journalism**  
A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF  
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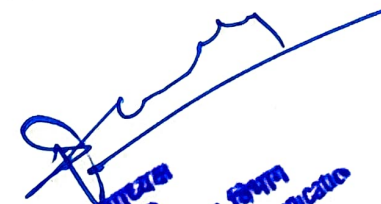


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## CERTIFICATE

This is to certify that **Shreya Jha** has successfully completed the dissertation titled "**AI and New Era of Journalism**" under the supervision of **Dr. Dhiraj Shukla** as part of the requirements for the fulfilment of M.A. in Journalism and Mass Communication at Guru Ghasidas University Bilaspur (C.G). The work presented by the student is original to the best of my knowledge and also been conducted in accordance with the ethical standards and guidelines set forth by the university.

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## **Table of content**

Chapter 1	<b>Introduction</b>
Chapter 2	<b>Literature Review</b>
Chapter 3	<b>Research Design</b>
Chapter 4	<b>Data Analysis</b>
Chapter 5	<b>Conclusion</b>

# Chapter = 1

## Introduction

### 1.1 Background of the Study

Artificial Intelligence (AI) has advanced so quickly that it has drastically changed many industries, including journalism. The use of AI in journalism is transforming the gathering, production, and distribution of news while providing creative answers to long-standing problems facing the media industry. Artificial Intelligence is changing journalism in a way that presents both potential and ethical challenges. Examples of this include automated news authoring, fact-checking, audience involvement, and targeted information distribution. The media and creative industries are where AI is being used more and more. In actuality, creatives are early adopters of technology breakthroughs since they have always been in need of new tools to enhance their work. AI is not an outlier. Presently, the technology appears to be specific to the particular needs of the creative sectors, which are radically altering established paradigms. This white paper's goals are to shed light on these and the anticipated changes that will come about, as well as provide a deeper understanding of the strategies driving this revolution. The range of uses for AI in the media and creative sectors is expanding, and this expansion is being fueled by the emergence of low-cost computational platforms, open-source software tools, and datasets. These technology solutions are used by startups to speed up the production of their initial prototypes. This observation is applicable to every professional that wants to incorporate AI into their own efforts (such as scholars, visual artists, etc.). Embracing and integrating AI usage alongside other developing technologies in news media can increase journalism quality, news production efficiency, and ultimately the news organization's profitability in an everchanging news ecosystem. According to research, traditional media outlets who have successfully incorporated and employed AI-based news production solutions have reported increases in the production of factual and impartial news stories.

Digital subscriptions and advertising are growing because of AI. AI is currently being used by many news companies to enhance content packaging, processing, and discovery. Delivering more relevant and interesting information, improving user experience and